



## DISCOVER HOW CANADIANS USE MEDIA AND TECHNOLOGY FROM COAST TO COAST!

**January 31, 2019** –The Media Technology Monitor (MTM) releases a series of reports on media and technology use in several different Canadian markets, highlighting the similarities and differences across regions, provinces and major cities. These reports provide readers with in-depth information on their respective markets – and contrast them with the Canadian marketplace as a whole - detailing variables from digital TV penetration and Internet service to smartphone and tablet usage. These reports also look at ownership of media devices like game console's and Apple TV, as well as usage of social media and online TV services such as Netflix.

Eleven different markets across Canada are included in this series: city-level reports for Toronto, Vancouver, Quebec City and Montreal (with separate Anglophone and Francophone reports); provincial-level reports for Ontario, British Columbia and Alberta; and regional-level reports for the Atlantic provinces and Manitoba / Saskatchewan. An additional report, comparing the highlights of Francophones in the province of Quebec to those outside Quebec is also available.

Some of the highlights from the include:

- Albertans lead the country in the ownership of smartphones at 87% vs 81% among all Canadians, particularly iPhones.
- Those who live in urban centres – like Toronto and Montreal – are more likely to be using Instagram than other Canadians.
- Over-the-Top-TV (OTT) services, such as Netflix, are more popular in the Atlantic provinces as well as those living in the city of Vancouver– these regions' residents are more likely to subscribe to an OTT service.
- Streaming music on YouTube and use of music streaming services are the most popular among Montreal Anglophones;
- The Atlantic provinces are more likely than the rest of Canada to have a Fibre Optic TV subscription
- Residents in Quebec City and Toronto are the most likely to be watching a TV News channel as well as reading online news than any other Canadians.

**This report is now available on the MTM Portal!**

### ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at [www.mtm-otm.ca](http://www.mtm-otm.ca) or call: 1-855-898-4999.